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PATENT APPLICATION
Attorney Docket No. FORT-002-002

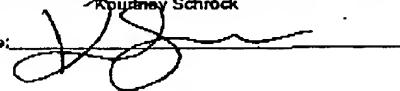
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): ROCHE et al.)	Confirm. No. : 7553
Appl. No. : 10/789,665)	TC/A.U. : 2168
Filed: 02/27/2004)	Examiner: H. Q. Pham

Title: Method and System for Collecting Online Merchandising Data

Commissioner for Patents
P.O. Box 1450
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**RESPONSE TO NON-FINAL OFFICE ACTION
AND AMENDMENT**

Sir:

In response to the non-final Office Action mailed on October 3, 2006 (the "Office Action") in the above-identified application, applicant submits the following response. The Examiner's review and reconsideration of this application and its claims in light of the following amendments and remarks is respectfully requested.